



CIM

RASHA TAHA

Marketing Director



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ABOUT ME

Certified senior marketing leader with passion and expertise in developing brand marketing strategies that deliver growth for international and local brands in the Middle East.

WORK EXPERIENCE

Marketing Director- International

Buffalo Wings & Rings, Amman

Aug 2018 – Aug 2020

- Established in-house Marketing & Creative department saving over JOD100,000 annually while improving consistency, creativity and turn around time considerably
- Lead development of marketing roadmap for the American casual dining franchise brand for international markets including GCC, Levant and Europe including complete menu revamp based on menu engineering principles, website & app development and internal communication platform build
- Elevated brand style through a design & photography refresh across customer touch points including social media, packaging, uniforms and outdoor advertising
- Provided thought leadership within the senior leadership team and US affiliate on strategic brand direction including key branding decisions, expansion plans and store design
- Actively supported new store & market openings for Lebanon, Bahrain, Jordan, KSA and Iraq with hands-on coaching of Local Store Marketeers & market entry strategy development
- Contributed to a new fast casual F&B concept creation project, leading on concept brief, brand identity development and positioning research

SKILLS

Strategy Development
Branding & Creative
Digital & Social Media
Concept Creation
Marketing Operations

Head of Marketing

Al Abbar Enterprises, Dubai

Aug 2017 – May 2018

- Headed the in house Marketing & Creative functions supporting the operation of leading franchise F&B, lifestyle and confectionary brands both lifestyle and luxury
- Lead concept development of winning F&B and confectionary home grown brands like TWO and CUBE by Candylicious
- Developed strategies to build awareness, engagement & improve sales results in challenging economical climate

EDUCATION

CIM

Digital Marketing

Manchester Metropolitan
University Business School
Feb 2013

Bachelors

Business Administration

Yarmouk University
June 2001

TRAINING

ILM Level 3

Retail Management

Direct Marketing

7 Habits of Highly Effective
People

Category Management

PERSONALITY TRAITS

Natural leadership skills

Highly collaborative

Results oriented

Effective communicator

Entrepreneurial at heart

Creative thinker

LANGUAGES

Arabic Mother Tongue

English Fluent

OTHER INFO

Date of Birth

30.12.1979

Nationality

Jordanian

Marital Status

Single

Marketing & Social Media Consultant

Azur Blue Marketing, Dubai

Feb 2015 – July 2017

- Lead the establishment & successful operation of an independent modern-day marketing consultancy
- Developed the business generating over AED 1M in annual revenue
- Consulted various GCC Retail, F&B and Oil & Gas clients on BTL, Influencers & Social Media initiatives
- Recruited & trained a winning team of marketing & creative specialists

Group Marketing Manager

Al Khayyat Investments, Dubai

Jan 2014– Jan 2015

- Lead the Marketing department for the key business units including Health & Pharmacy, Fashion Retail, F&B, Contracting and Distribution in the UAE
- Created in-house design department, saving AED 1.5M & improving turnaround time considerably
- Implemented procurement policy saving over AED 3M in packaging orders alone

Marketing & Social Media Manager

Freelance, Dubai

Dec 2012 – Dec 2013

- Provided strategic Marketing support to both luxury and lifestyle brands of Prime Hospitality, Ataya Enterprises and various other retail & F&B clients

Regional Brand Marketing & VM Manager

MH Al Shaya, Kuwait/Dubai

Jan 2011– Nov 2012

- Headed the Marketing & VM functions of the rapidly growing lifestyle fashion brand American Eagle Outfitters- in the region fuelling market launch plans for Saudi Arabia, Lebanon and Egypt

Division Marketing Manager

Al Tayer, Dubai

Jul 2007 – Aug 2010

- Headed the Marketing of the luxury Beauty Division in UAE, Oman and Saudi Arabia for Areej, Harvey Nichols & Bloomingdales Beauty and standalone brands including Bobbi Brown, Korres & Missha

Regional Assistant Brand Manager

P&G Prestige, Dubai

May 2005 – Feb 2007

- Lead the Brand Strategy, Marketing and PR for Middle East and Indian Subcontinent for BOSS Fragrances
- Awarded with P&G Recognition awards: July 2005 & Dec 2006

Marketing & PR Coordinator

Nivea, Beiersdorf Middle East, Dubai

July 2004 – Apr 2005

- Assisted on Marketing plan implementation for various FMCG brands in the GCC & beyond

Marketing Assistant

Helena Rubinstein, L'Oreal Luxury, Dubai

Dec 2002 – June 2004

- Supported on the Marketing & Commercial operations of this skincare and makeup cosmetics brand regionally

BRANDS

F&B

- Buffalo Wings & Rings
Chixter
Social House
Markette
Yogurtland
Gia Ristorante
Angelina Paris
Karak House
Two by Symphony
The Works
Fortnum & Mason
BurgerFuel
Il Caffè di Roma
- Nar Restaurant & Cafe
PingPong
Russo's New York Pizzeria
Chopsticks
Al Hallab
Grom Gelato
Babaji
Piadera
Awani
Catch 22
Busaba Eathai
Brownie Blues
Tomato & Basilico

CONFECTIONARY

- Candylicious
Cube by Candylicious
Garrett Popcorn
- Spun Candy
Butler's Chocolate
Araqy Chocolate

FASHION RETAIL

- La Martina
Superdry
Repetto
Petit Bateau
Oilily
Il Gufo
- Courcelles
American Eagle Outfitters
Twin Set
Atelier Des Artistes
Jennyfer

BEAUTY RETAIL

- Areej
Harvey Nichols Beauty
Bloomingdales Beauty
Missha
Korres
Bobbi Brown
Hugo Boss Fragrances
- Lacoste Fragrances
Escada Fragrances
D&G Fragrances
Helena Rubinstein
Nivea Beaute
Loyal Beauty

HEALTH & PHARMA

- BinSina Pharmacy
- Holland & Barrett

HOME RETAIL

- Ethan Allen

CORPORATE & OTHER

- GLIS
Italdecò
- Makeen Properties
Castrol